MOONLIGHT TOBACCO COMPANY PROJECT DATA REQUEST

Since Start thru last Friday (All activity)

Store Information

- Name
- Address, including zip code if possible
- Type of store (convenience, tobacco, small food, grocery, bar, restaurant, etc.)
- Do they receive all (or most) of their product deliveries from Moonlight Tobacco Co.? In other words, how much of their deliveries has been from Moonlight Tobacco as opposed to deliveries from a wholesaler? 98%
- Product sales. For each MTC delivery please provide the following:
  - date
  - quantity of product sold by brand (1 carton of B's, 2 cartons of Sedona's, etc.)
  - if available, POS materials installed
- These next two requests would be helpful, but if I can pull this information out of a system myself, I will be more than happy to do that
  - cigarette volume from that store
  - R. J. Reynolds share of that store -

Wholesale Information

- Name
- Address
- Phone number
- Product sales. For each MTC delivery please provide the following:
  - date
  - quantity of product sold by brand (1 carton of B's, 2 cartons of Sedona's, etc.)
- Estimated amount of product remaining in inventory

- Stores selling more Moonlight than others.

Source: https://www.industrydocuments.ucsf.edu/docs/hjgy0000